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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Docket No.: B2745.0025/P0025

n re Patent Application of:

Heidi Kay, et al.

Application No.: 09/216,206

Art Unit: 3622

Filed: December 18, 1998 Examiner: J. Myhre

For: OPTIMIZED INTERNET ADVERTISING USING HISTORY TO SELECT SITES

FIRST PRELIMINARY AMENDMENT

MS Non-Fee Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

Prior to examination on the merits, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 9 of this paper.

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